

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Strategic Media - DC
Attention: Accounts Payable
3299 K St NW
Suite 200
Washington, DC 20007

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
961327-1	10/21/12	October 2012	10/01/12 - 10/16/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
West/R/Congress	ALLEN WEST 4 CONGRES	81

Flight Dates	Order #	Alt Order #
10/10/12 - 10/16/12	961327	06363920

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912521		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/10/12	10/12/12	WPBF News 25 Mornings	6-7AM	--WTF--	:30	3	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	--WTF--				3	\$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/10/12	6:11 AM	WPBF News 25 Mornings	6-7AM	:30	AWTV100901H	\$275.00 NM
3	WPBF	Th	10/11/12	6:37 AM	WPBF News 25 Mornings	6-7AM	:30	AWTV100901H	\$275.00 NM
2	WPBF	F	10/12/12	6:15 AM	WPBF News 25 Mornings	6-7AM	:30	AWTV100901H	\$275.00 NM
2	10/15/12	10/16/12	WPBF News 25 Mornings	6-7AM	MT-----	:30	2	\$275.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	MT-----				2	\$275.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	6:09 AM	WPBF News 25 Mornings	6-7AM	:30	AWTV100901H	\$275.00 NM
2	WPBF	Tu	10/16/12	6:21 AM	WPBF News 25 Mornings	6-7AM	:30	AWTV100901H	\$275.00 NM
3	10/10/12	10/12/12	Good Morning America	7-9AM	--WTF--	:30	3	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	--WTF--				3	\$550.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/10/12	8:48 AM	Good Morning America	7-9AM	:30	AWTV100901H	\$550.00 NM
2	WPBF	Th	10/11/12	8:42 AM	Good Morning America	7-9AM	:30	AWTV100901H	\$550.00 NM
3	WPBF	F	10/12/12	8:43 AM	Good Morning America	7-9AM	:30	AWTV100901H	\$550.00 NM
4	10/15/12	10/16/12	Good Morning America	7-9AM	MT-----	:30	2	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/15/12	10/21/12	MT-----				2	\$550.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	7:29 AM	Good Morning America	7-9AM	:30	AWTV100901H	\$550.00 NM
2	WPBF	Tu	10/16/12	7:55 AM	Good Morning America	7-9AM	:30	AWTV100901H	\$550.00 NM
5	10/10/12	10/12/12	10-11a Anderson Cooper	10-11a	--WTF--	:30	3	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>				<u>Spots/Week</u>	<u>Rate</u>	
	10/08/12	10/14/12	--WTF--				3	\$225.00	
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/10/12	10:35 AM	10-11a Anderson Cooper	10-11a	:30	AWTV100901H	\$225.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Lehigh Valley, PA 18002-6885

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/10/12	10/12/12	10-11a Anderson Cooper 10-11a		--WTF--	:30	3	\$225.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	10/11/12	10:24 AM	10-11a Anderson Cooper	10-11a	:30	AWTV100901H	\$225.00 NM
3	WPBF	F	10/12/12	10:22 AM	10-11a Anderson Cooper	10-11a	:30	AWTV100901H	\$225.00 NM
6	10/15/12	10/16/12	10-11a Anderson Cooper 10-11a		MT-----	:30	2	\$225.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/15/12	10/21/12	MT-----	2	\$225.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	M	10/15/12	10:38 AM	10-11a Anderson Cooper	10-11a	:30	AWTV100901H	\$225.00 NM
2	WPBF	Tu	10/16/12	10:38 AM	10-11a Anderson Cooper	10-11a	:30	AWTV100901H	\$225.00 NM
7	10/12/12	10/12/12	SHARK TANK	8-9PM	-----1--	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/08/12	10/14/12	-----1--	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	10/12/12	8:00 PM	SHARK TANK	8-9PM	:30	AWTV100901H	\$2,000.00 NM
Total Spots							16		

Payment Terms 30 Days

<u>Gross Total</u>	\$7,250.00
<u>Agency Commission</u>	\$1,087.50
<u>Net Amount Due</u>	\$6,162.50